

Message Text

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64

ACTION EUR-12

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R 211520Z OCT 75

FM AMEMBASSY BRUSSELS

TO USDOC WASHDC

SECSTATE WASHDC 5235

UNCLAS BRUSSELS 09463

PASS AGRICULTURE

E.O. 11652: N/A

TAGS: BEXP, BE

SUBJECT: IN-STORE PROMOTIONS -- GB/INNOVATION/BON MARCHE AND
SARMA (PENNEY)

1. EMBASSY RECEIVED RESPONSE FROM GB/INNOVATION/BON MARCHE
OFFICIAL F. VANDENBERGH TO PROPOSAL THAT DEPARTMENT STORE
CHAIN ORGANIZE AMERICA WEEK FOR LATTER PART OF 1976.
VANDENBERGH REPORTED THAT TOP MANAGEMENT WAS NOT INTERESTED
IN PROMOTIONAL EVENT AS DISCUSSED DURING VISIT OF JOHNSON
(USDOC). REASON GIVEN WAS THAT ANTICIPATED SALES FROM SUCH
PROMOTIONAL ACTIVITY WOULD NOT JUSTIFY EFFORT INVOLVED.
WHEN EMBOFF ASKED WHETHER THIS DECISION APPLIED FOR
INDEFINITE FUTURE, VANDENBERGH REPLIED THAT DEPARTMENT STORE
CHAIN WOULD, OF COURSE, BE WILLING TO CONSIDER PROPOSAL OF
SIMILAR NATURE AT SOME LATER POINT.

2. ANDENBERGH WAS APPARENTLY UNABLE TO PERSUADE HIS TOP
MANAGEMENT AND, IN PARTICULAR, MR. RAEF ALONG THE LINES HE
HAD ORIGINALLY SUGGESTED, NAMELY, TO SET UP SELECTIVE PROMOTIONAL
EVENTS IN MAJOR BELGIAN CITIES USING GB OUTLETS IN ANTWERP AND
BON MARCHE OUTLETS IN BRUSSELS, LIEGE AND GHENT. IN THIS WAY
HIS MANAGEMENT COULD AVOID BEING HOST TO EVENT IN INNOVATION
STORE IN BRUSSELS, SCENE OF DISASTROUS 1968 FIRE.

3. EMBOFF HAS AGAIN BEEN IN TOUCH WITH SARMA OF J.C.
PENNEY AND CO. AND HAS BEEN INFORMED BY MR. ROGER CABOLET
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THAT DECISION TO ORGANIZE PROMOTIONAL EVENT WOULD BE TAKEN

BY HIS MANAGEMENT. CABOLET ALSO SAID HE WOULD BE WILLING
TO CONSIDER SIMILAR PROMOTIONAL ACTIVITY IN FOOD LINE.
LATTER POSSIBILITY BEING DISCUSSED WITHIN EMBASSY AND
WITH USDA OFFICIALS. EMBASSY WILL REPORT AS SOON AS
FURTHER INDICATION IS GIVEN BY SARMA.
FIRESTONE

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NNN

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